

YouGov Survey Results

Sample Size: 4008 adults in GB
Fieldwork: 2nd - 7th May 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Gen Z men (see separate table)	Millennial Men (28-44)	Gen X Men (45-60)	Boomer Men (61-79)	Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female					ABC1	C2DE
Weighted Sample	4008	722	1030	369	433	233	1407	1431	1940	2068	x	599	480	548	2284	1724
Unweighted Sample	4008	606	1065	381	426	202	1630	1415	1726	2282	x	434	449	673	2440	1568
	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%

Do you have a favourable or unfavourable opinion of each of the following people? If you have not heard of this person, please choose the N/A option

Andrew Tate																
Very favourable	1	1	1	1	2	0	1	1	2	0		2	1	1	1	1
Somewhat favourable	3	2	2	1	5	0	1	2	4	1		6	2	0	3	3
TOTAL FAVOURABLE	4	3	3	2	7	0	2	3	6	1		8	3	1	4	4
Neither favourable nor unfavourable	7	5	4	3	16	1	4	8	8	5		10	9	5	6	7
Somewhat unfavourable	6	6	5	3	10	3	4	7	7	5		10	6	5	6	6
Very unfavourable	60	57	74	76	38	85	74	50	57	63		56	57	57	66	51
TOTAL UNFAVOURABLE	66	63	79	79	48	88	78	57	64	68		66	63	62	72	57
Don't know	8	8	5	3	11	3	4	9	8	7		9	8	8	5	11
N/A - I have never heard of this person	16	22	10	14	20	8	12	23	14	19		7	16	23	13	21
Jordan Peterson																
Very favourable	3	2	2	1	9	0	2	4	5	1		7	6	3	3	3
Somewhat favourable	5	4	4	3	10	2	3	5	8	2		13	6	4	6	4
TOTAL FAVOURABLE	8	6	6	4	19	2	5	9	13	3		20	12	7	9	7
Neither favourable nor unfavourable	6	5	6	4	9	3	6	6	8	5		10	9	5	6	7
Somewhat unfavourable	4	1	6	4	3	6	5	2	6	2		7	4	2	5	3
Very unfavourable	11	4	17	12	2	32	16	3	13	8		17	10	5	13	7
TOTAL UNFAVOURABLE	15	5	23	16	5	38	21	5	19	10		24	14	7	18	10
Don't know	11	13	10	10	9	7	10	10	10	11		10	11	11	10	12
N/A - I have never heard of this person	60	71	55	66	57	51	59	69	50	70		36	54	71	57	65
Donald Trump																
Very favourable	4	2	2	0	16	0	1	6	5	2		6	4	5	3	4
Somewhat favourable	8	8	2	2	26	1	2	12	10	7		13	9	6	8	9
TOTAL FAVOURABLE	12	10	4	2	42	1	3	18	15	9		19	13	11	11	13
Neither favourable nor unfavourable	10	13	4	2	17	4	4	13	12	8		13	12	9	7	13
Somewhat unfavourable	12	22	7	8	16	4	9	16	13	12		11	10	16	12	13
Very unfavourable	64	55	83	87	24	90	82	52	59	68		56	64	64	68	58
TOTAL UNFAVOURABLE	76	77	90	95	40	94	91	68	72	80		67	74	80	80	71
Don't know	1	0	1	1	1	0	0	1	1	2		1	1	0	1	2
N/A - I have never heard of this person	0	0	0	0	0	1	0	0	0	0		0	0	0	0	0
Gareth Southgate																
Very favourable	13	18	19	19	7	8	17	13	11	15		8	13	13	15	11
Somewhat favourable	30	37	34	31	28	33	34	31	31	29		34	30	28	33	26
TOTAL FAVOURABLE	43	55	53	50	35	41	51	44	42	44		42	43	41	48	37
Neither favourable nor unfavourable	31	29	28	34	33	35	32	33	33	29		28	37	38	30	32
Somewhat unfavourable	5	5	5	3	10	1	4	6	7	4		7	5	8	5	5
Very unfavourable	3	3	2	2	8	1	2	5	5	2		6	5	5	3	4
TOTAL UNFAVOURABLE	8	8	7	5	18	2	6	11	12	6		13	10	13	8	9
Don't know	8	4	6	5	8	13	6	6	8	8		9	7	5	7	9
N/A - I have never heard of this person	10	3	7	6	7	9	6	6	6	13		9	3	4	7	13

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	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%
Lewis Hamilton																
Very favourable	10	12	11	12	6	5	10	8	11	8		11	9	9	10	9
Somewhat favourable	25	25	29	25	18	28	27	22	27	23		29	24	25	27	23
TOTAL FAVOURABLE	35	37	40	37	24	33	37	30	38	31		40	33	34	37	32
Neither favourable nor unfavourable	37	38	39	42	30	39	40	37	33	41		33	35	33	37	37
Somewhat unfavourable	12	13	11	12	19	10	12	15	13	11		11	15	18	12	11
Very unfavourable	8	7	4	5	20	3	4	13	10	5		10	13	13	7	9
TOTAL UNFAVOURABLE	20	20	15	17	39	13	16	28	23	16		21	28	31	19	20
Don't know	6	4	5	4	5	12	5	4	4	8		5	3	2	5	8
N/A - I have never heard of this person	3	1	1	0	1	3	1	1	2	3		1	1	1	1	4
Prince William																
Very favourable	28	55	20	28	36	16	26	42	23	33		13	25	37	29	28
Somewhat favourable	33	32	35	40	31	27	33	33	31	34		30	33	32	34	31
TOTAL FAVOURABLE	61	87	55	68	67	43	59	75	54	67		43	58	69	63	59
Neither favourable nor unfavourable	22	9	28	19	20	21	23	16	25	19		30	22	19	22	23
Somewhat unfavourable	8	1	10	8	7	18	9	4	10	7		11	8	5	9	8
Very unfavourable	6	1	6	5	4	16	7	4	8	4		11	10	5	5	7
TOTAL UNFAVOURABLE	14	2	16	13	11	34	16	8	18	11		22	18	10	14	15
Don't know	2	1	2	1	1	2	1	1	2	2		4	2	1	2	3
N/A - I have never heard of this person	0	0	0	0	0	1	0	0	0	1		0	0	0	0	1
KSI																
Very favourable	2	2	3	2	1	0	1	2	2	2		3	0	1	1	3
Somewhat favourable	9	7	9	10	9	7	6	6	9	10		10	5	3	9	10
TOTAL FAVOURABLE	11	9	12	12	10	7	7	8	11	12		13	5	4	10	13
Neither favourable nor unfavourable	18	14	19	15	15	21	17	15	17	18		21	17	9	17	18
Somewhat unfavourable	9	4	12	9	4	13	9	5	12	6		22	6	3	10	7
Very unfavourable	7	4	7	6	8	9	6	6	11	3		16	12	4	8	6
TOTAL UNFAVOURABLE	16	8	19	15	12	22	15	11	23	9		38	18	7	18	13
Don't know	11	11	13	9	10	7	12	9	10	12		10	10	10	11	11
N/A - I have never heard of this person	44	59	37	49	53	43	48	57	40	48		19	48	72	44	45
Joe Wicks																
Very favourable	7	8	10	12	4	8	10	6	5	10		7	5	2	8	7
Somewhat favourable	26	29	31	27	19	22	31	23	18	33		21	21	14	28	23
TOTAL FAVOURABLE	33	37	41	39	23	30	41	29	23	43		28	26	16	36	30
Neither favourable nor unfavourable	32	35	32	33	38	37	33	36	32	33		28	33	38	32	33
Somewhat unfavourable	6	8	6	4	8	8	7	6	8	5		9	7	7	7	5
Very unfavourable	3	3	2	5	5	0	3	4	5	2		6	6	5	3	5
TOTAL UNFAVOURABLE	9	11	8	9	13	8	10	10	13	7		15	13	12	10	10
Don't know	9	7	6	7	8	10	7	8	10	7		10	11	9	8	9
N/A - I have never heard of this person	16	11	12	13	18	13	10	16	22	11		19	17	24	14	19

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	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%

Do you see each of the following as positive or negative traits?

Intelligent

Positive trait	91	91	93	92	91	94	94	89	91	91		91	89	90	94	88
Negative trait	1	0	1	0	0	0	0	0	1	0		1	1	0	1	1
Neither a positive nor negative trait	7	6	6	7	9	5	5	9	7	7		6	9	8	5	9
Don't know	1	2	0	1	0	1	0	1	2	1		2	1	1	1	2

Physically strong

Positive trait	59	57	60	55	62	46	55	56	58	60		69	52	44	59	59
Negative trait	1	1	1	0	2	0	1	1	1	1		2	1	1	1	2
Neither a positive nor negative trait	38	40	39	44	36	52	44	42	39	38		28	45	54	39	37
Don't know	1	2	1	1	0	2	1	1	2	1		1	1	1	1	3

Dominant

Positive trait	10	11	10	5	10	3	7	9	14	8		16	11	7	10	11
Negative trait	44	48	48	58	43	46	50	48	39	49		37	44	48	46	42
Neither a positive nor negative trait	42	39	40	36	46	48	41	40	44	40		44	43	42	42	43
Don't know	3	2	2	2	1	3	2	2	3	3		4	2	2	2	5

Assertive

Positive trait	45	41	49	45	45	50	47	43	43	48		51	44	34	48	42
Negative trait	12	15	12	13	12	8	12	13	14	11		10	15	18	11	14
Neither a positive nor negative trait	39	42	37	39	42	38	38	42	39	38		34	36	46	39	38
Don't know	4	3	2	3	1	4	2	2	4	3		5	5	2	2	6

Kind

Positive trait	97	96	98	99	97	98	97	97	95	98		96	94	97	98	95
Negative trait	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0
Neither a positive nor negative trait	2	3	1	0	3	1	2	2	3	1		3	4	2	2	3
Don't know	1	1	0	1	0	1	0	1	1	1		1	1	1	0	2

Honest

Positive trait	96	97	96	98	97	97	97	97	95	97		93	96	98	97	95
Negative trait	0	0	1	0	0	0	0	0	1	0		1	0	0	1	0
Neither a positive nor negative trait	2	1	3	1	3	2	3	2	3	2		5	3	1	2	3
Don't know	1	1	0	1	0	1	0	1	1	1		1	1	1	1	2

Reliable

Positive trait	97	97	98	98	98	97	98	98	96	98		96	96	98	98	96
Negative trait	0	0	0	1	0	0	1	0	0	0		1	0	0	0	0
Neither a positive nor negative trait	1	1	1	0	2	1	1	1	2	1		2	3	1	1	2
Don't know	1	1	0	1	0	1	0	1	1	1		1	1	1	0	2

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		%	%	%	%	%	%	%	%	%	%		%	%	%	%	%
Positive trait		14	14	11	8	15	8	9	14	19	8		23	18	14	13	14
Negative trait		22	20	25	24	19	29	23	22	16	28		16	13	14	24	20
Positive nor negative trait		58	62	59	65	60	55	64	58	59	58		54	64	65	59	58
Don't know		6	4	5	3	7	8	4	6	6	5		7	5	8	4	8
Positive trait		2	1	2	1	2	0	1	2	3	1		3	2	1	2	2
Negative trait		89	90	92	95	85	90	92	88	84	94		83	86	88	90	88
Positive nor negative trait		8	7	5	2	12	9	6	9	12	4		12	11	10	7	8
Don't know		2	2	1	1	1	1	1	2	2	1		2	1	1	1	2
Positive trait		28	33	27	20	36	15	23	32	37	20		39	30	36	30	27
Negative trait		18	16	18	21	15	21	20	17	16	20		15	20	18	17	20
Positive nor negative trait		51	49	53	58	48	61	56	50	44	57		44	47	45	52	51
Don't know		2	2	2	1	0	3	1	2	2	2		2	2	1	1	3
Positive trait		91	94	91	92	92	86	91	93	89	92		88	86	93	92	89
Negative trait		1	0	0	0	0	1	1	1	1	0		1	1	0	1	0
Positive nor negative trait		8	4	8	7	8	12	8	6	9	6		10	12	6	7	9
Don't know		1	1	1	1	0	1	0	1	2	1		1	1	1	1	2
Positive trait		96	96	98	98	96	97	97	97	95	98		96	93	96	97	95
Negative trait		1	0	1	0	1	0	0	0	1	0		1	1	0	1	1
Positive nor negative trait		2	3	1	1	3	2	2	2	3	1		2	5	3	2	2
Don't know		1	1	0	1	0	1	0	1	2	1		1	1	1	1	2

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	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%

And do you see each of the following as a
masculine trait, a feminine trait, or neither?

Intelligent																
	Masculine trait	3	4	3	3	4	3	2	3	6	1	6	4	3	4	3
	Feminine trait	4	4	4	2	3	5	2	3	3	5	3	1	2	4	5
	Neither a masculine nor feminine trait	90	91	92	95	92	91	95	92	89	92	89	93	93	91	89
	Don't know	2	2	1	1	1	1	1	2	2	2	2	3	2	1	3
Physically strong																
	Masculine trait	54	60	46	47	68	41	43	62	61	46	60	52	61	54	54
	Feminine trait	1	1	1	1	0	1	1	0	1	1	1	0	0	1	1
	Neither a masculine nor feminine trait	44	38	51	51	31	57	55	37	36	52	37	45	37	45	43
	Don't know	2	1	2	1	1	0	1	1	2	1	2	3	1	1	2
Dominant																
	Masculine trait	39	37	40	40	42	36	34	38	40	39	44	33	28	40	39
	Feminine trait	2	4	2	1	5	1	2	3	3	2	2	3	4	2	2
	Neither a masculine nor feminine trait	56	57	56	59	51	62	62	57	54	57	53	61	65	56	56
	Don't know	2	2	2	1	1	1	2	2	3	2	2	3	3	2	3
Assertive																
	Masculine trait	21	20	20	20	22	18	16	20	25	17	22	16	21	21	20
	Feminine trait	6	7	5	5	7	3	5	6	6	6	6	5	5	6	7
	Neither a masculine nor feminine trait	70	71	73	73	68	77	78	72	66	74	69	76	71	71	69
	Don't know	3	2	2	2	2	3	1	2	3	3	3	3	3	2	4
Kind																
	Masculine trait	1	2	1	2	3	0	1	2	2	0	3	2	2	1	2
	Feminine trait	29	32	27	24	32	26	25	29	28	30	24	24	27	29	29
	Neither a masculine nor feminine trait	68	65	71	73	65	73	73	68	68	68	71	72	69	69	67
	Don't know	2	2	2	1	0	1	1	1	2	1	2	3	2	1	2
Honest																
	Masculine trait	3	4	3	2	5	0	2	4	6	1	6	3	5	3	3
	Feminine trait	12	12	11	9	12	15	9	12	8	17	7	6	7	11	14
	Neither a masculine nor feminine trait	82	82	83	88	81	84	87	83	84	81	84	89	86	84	80
	Don't know	2	2	2	1	2	1	1	2	3	2	3	3	2	2	3
Reliable																
	Masculine trait	4	5	3	3	6	4	3	4	8	1	8	4	7	4	5
	Feminine trait	12	13	12	9	12	10	9	12	6	18	5	4	5	12	12
	Neither a masculine nor feminine trait	81	80	83	88	82	85	87	82	84	79	84	87	86	83	80
	Don't know	2	2	2	1	1	1	2	2	3	2	3	4	2	2	3

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		%	%	%	%	%	%	%	%	%	%		%	%	%	%	%
Emotionally reserved	Masculine trait	33	33	33	32	31	40	33	30	35	31		35	35	31	34	31
	Feminine trait	8	9	6	6	9	2	5	10	10	6		12	5	8	7	9
	Neither masculine nor feminine trait	56	55	58	60	57	57	60	57	52	60		51	55	56	57	55
	Don't know	3	3	2	2	3	1	3	4	4	3		2	5	5	3	5
Aggressive	Masculine trait	48	49	48	51	50	48	45	49	50	46		48	42	50	48	47
	Feminine trait	1	3	1	1	2	0	1	2	2	1		3	3	1	2	1
	Neither masculine nor feminine trait	48	46	50	48	46	50	52	47	45	51		46	52	46	48	48
	Don't know	2	2	2	1	2	1	2	2	3	2		3	3	3	2	3
Competitive	Masculine trait	25	25	21	27	30	22	21	27	29	21		26	25	26	24	26
	Feminine trait	2	2	2	1	3	0	1	2	2	3		2	2	1	2	3
	Neither masculine nor feminine trait	71	71	75	72	65	75	77	69	67	74		69	71	70	72	68
	Don't know	2	2	2	1	2	2	1	2	2	2		3	2	2	1	3
Hard working	Masculine trait	7	7	6	5	8	5	4	7	11	4		11	6	9	6	9
	Feminine trait	5	4	5	5	7	5	3	6	3	7		1	3	3	5	5
	Neither masculine nor feminine trait	85	86	87	90	84	89	92	85	84	87		86	88	86	87	83
	Don't know	2	2	2	1	1	1	1	2	2	2		2	3	2	1	3
Caring	Masculine trait	1	1	1	1	3	1	1	2	3	0		4	1	2	1	2
	Feminine trait	33	33	31	28	37	33	27	34	34	32		30	28	31	33	32
	Neither masculine nor feminine trait	64	64	66	71	59	65	71	63	62	66		65	68	65	65	63
	Don't know	2	2	1	1	1	0	1	1	2	2		2	2	2	1	3

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Unweighted Sample	4008	606	1065	381	426	202	1630	1415	1726	2282	x	434	449	673	2440	1568
	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%

How important, if at all, do you think it is for a
MAN to be...

Intelligent

Very important	26	25	26	28	24	20	25	23	26	25		29	19	25	28	23
Fairly important	56	60	56	55	57	57	58	58	53	58		49	57	57	56	56
TOTAL IMPORTANT	82	85	82	83	81	77	83	81	79	83		78	76	82	84	79
Not very important	11	8	10	11	13	12	9	13	11	10		10	13	12	9	12
Not important at all	3	2	4	2	2	4	4	3	4	2		4	7	3	2	4
TOTAL NOT IMPORTANT	14	10	14	13	15	16	13	16	15	12		14	20	15	11	16
Don't know	5	4	4	4	3	7	4	4	5	4		8	5	4	4	5

Physically strong

Very important	11	11	11	4	8	6	8	10	13	9		15	8	8	10	12
Fairly important	41	46	35	42	51	31	37	48	37	45		37	38	40	40	42
TOTAL IMPORTANT	52	57	46	46	59	37	45	58	50	54		52	46	48	50	54
Not very important	37	36	42	44	34	44	42	35	38	36		33	39	43	39	34
Not important at all	7	5	10	7	5	11	9	5	8	6		9	10	6	7	7
TOTAL NOT IMPORTANT	44	41	52	51	39	55	51	40	46	42		42	49	49	46	41
Don't know	4	2	4	3	2	8	4	3	5	4		6	6	3	4	5

Dominant

Very important	4	3	4	2	3	0	2	3	5	2		8	3	1	4	4
Fairly important	10	8	9	4	11	7	6	10	12	9		10	11	9	9	12
TOTAL IMPORTANT	14	11	13	6	14	7	8	13	17	11		18	14	10	13	16
Not very important	41	43	39	44	48	43	41	44	44	39		44	40	52	42	41
Not important at all	40	41	45	47	33	43	46	40	33	46		30	41	34	41	38
TOTAL NOT IMPORTANT	81	84	84	91	81	86	87	84	77	85		74	81	86	83	79
Don't know	5	4	4	3	5	7	5	4	5	5		8	5	3	5	5

Assertive

Very important	6	7	6	4	5	3	5	5	7	5		11	5	4	6	6
Fairly important	34	29	32	30	39	34	33	33	33	34		35	34	28	35	32
TOTAL IMPORTANT	40	36	38	34	44	37	38	38	40	39		46	39	32	41	38
Not very important	38	43	39	42	37	35	38	41	39	38		32	36	46	38	39
Not important at all	16	18	18	18	14	18	18	17	15	18		11	19	16	16	17
TOTAL NOT IMPORTANT	54	61	57	60	51	53	56	58	54	56		43	55	62	54	56
Don't know	6	4	5	6	4	11	6	4	7	5		10	6	5	6	6

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Sample Size: 4008 adults in GB
Fieldwork: 2nd - 7th May 2025

		Vote in 2024 GE						EU Ref 2016		Gender		Gen Z men (see separate table)	Millennial Men (28-44)	Gen X Men (45-60)	Boomer Men (61-79)	Social Grade	
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		%	%	%	%	%	%	%	%	%	%		%	%	%	%	%
Kind	Very important	70	70	73	80	62	77	73	67	59	80		59	53	58	72	67
	Fairly important	24	25	21	15	33	17	21	27	31	17		28	36	36	22	26
	TOTAL IMPORTANT	94	95	94	95	95	94	94	94	90	97		87	89	94	94	93
	Not very important	2	2	2	3	2	0	1	2	3	1		3	4	3	2	3
	Not important at all	2	1	2	1	2	2	2	1	3	0		3	4	1	1	2
	TOTAL NOT IMPORTANT	4	3	4	4	4	2	3	3	6	1		6	8	4	3	5
		Don't know	3	3	2	2	4	2	3	4	2		7	3	2	3	3
Honest	Very important	80	84	81	84	83	78	82	83	74	86		72	72	81	82	78
	Fairly important	15	13	15	13	14	15	12	13	18	11		17	20	15	13	16
	TOTAL IMPORTANT	95	97	96	97	97	93	94	96	92	97		89	92	96	95	94
	Not very important	1	0	1	1	0	0	1	1	2	1		3	1	1	1	1
	Not important at all	1	1	2	0	1	2	2	1	2	0		3	3	2	1	2
	TOTAL NOT IMPORTANT	2	1	3	1	1	2	3	2	4	1		6	4	3	2	3
		Don't know	3	2	2	2	1	5	3	2	2		5	3	2	3	3
Reliable	Very important	79	82	81	82	79	73	80	81	72	85		70	68	77	81	76
	Fairly important	16	14	15	14	18	20	15	14	21	11		20	23	17	15	18
	TOTAL IMPORTANT	95	96	96	96	97	93	95	95	93	96		90	91	94	96	94
	Not very important	1	1	1	1	1	0	1	1	2	1		2	2	2	1	1
	Not important at all	1	1	2	0	1	1	1	1	2	1		2	2	1	1	2
	TOTAL NOT IMPORTANT	2	2	3	1	2	1	2	2	4	2		4	4	3	2	3
		Don't know	3	2	2	2	1	5	3	2	2		5	4	2	3	3
Emotionally reserved	Very important	5	4	4	3	5	0	3	4	7	3		10	4	3	4	6
	Fairly important	10	11	9	5	14	6	8	12	15	7		14	17	14	10	11
	TOTAL IMPORTANT	15	15	13	8	19	6	11	16	22	10		24	21	17	14	17
	Not very important	35	43	34	35	41	28	34	39	37	34		31	37	44	34	37
	Not important at all	36	32	40	47	29	51	43	32	29	43		31	31	27	40	32
	TOTAL NOT IMPORTANT	71	75	74	82	70	79	77	71	66	77		62	68	71	74	69
		Don't know	13	11	13	10	14	12	12	12	13		14	11	12	12	14

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Fieldwork: 2nd - 7th May 2025

		Vote in 2024 GE						EU Ref 2016		Gender		Gen Z men (see separate table)	Millennial Men (28-44)	Gen X Men (45-60)	Boomer Men (61-79)	Social Grade	
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female					ABC1	C2DE
Weighted Sample		4008	722	1030	369	433	233	1407	1431	1940	2068	x	599	480	548	2284	1724
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		%	%	%	%	%	%	%	%	%	%		%	%	%	%	%
Aggressive	Very important	2	2	2	2	2	0	2	2	3	1		5	2	1	2	2
	Fairly important	3	4	3	2	5	3	2	4	5	2		5	5	5	3	3
	TOTAL IMPORTANT	5	6	5	4	7	3	4	6	8	3		10	7	6	5	5
	Not very important	16	16	14	13	23	9	14	19	23	10		23	21	23	16	17
	Not important at all	74	75	77	81	66	84	79	72	64	83		60	68	68	74	74
	TOTAL NOT IMPORTANT	90	91	91	94	89	93	93	91	87	93		83	89	91	90	91
		Don't know	4	3	4	3	3	5	4	3	5		7	4	3	4	5
Competitive	Very important	5	5	4	2	6	3	3	5	9	3		10	5	7	5	6
	Fairly important	24	32	21	21	29	14	20	28	30	18		27	24	34	24	24
	TOTAL IMPORTANT	29	37	25	23	35	17	23	33	39	21		37	29	41	29	30
	Not very important	41	38	43	47	42	42	43	41	38	44		39	40	40	42	40
	Not important at all	24	21	28	24	19	33	28	22	18	30		18	26	17	24	25
	TOTAL NOT IMPORTANT	65	59	71	71	61	75	71	63	56	74		57	66	57	66	65
		Don't know	5	3	4	5	3	8	5	4	5		7	5	3	5	6
Hard working	Very important	54	67	49	54	60	38	49	61	51	57		48	42	59	55	54
	Fairly important	36	28	42	37	35	44	41	32	36	36		34	42	33	37	35
	TOTAL IMPORTANT	90	95	91	91	95	82	90	93	87	93		82	84	92	92	89
	Not very important	4	2	4	5	3	9	4	3	6	3		9	7	4	4	5
	Not important at all	2	2	2	1	1	3	2	1	3	1		3	3	2	2	2
	TOTAL NOT IMPORTANT	6	4	6	6	4	12	6	4	9	4		12	10	6	6	7
		Don't know	3	2	2	3	1	6	4	2	3		5	6	3	3	4
Caring	Very important	72	73	76	80	64	76	75	70	61	83		61	54	64	73	71
	Fairly important	21	22	18	15	30	16	18	24	28	14		26	34	29	20	21
	TOTAL IMPORTANT	93	95	94	95	94	92	93	94	89	97		87	88	93	93	92
	Not very important	2	2	2	3	3	2	2	2	4	1		4	5	3	2	3
	Not important at all	1	1	2	0	1	1	1	1	2	0		3	2	2	1	2
	TOTAL NOT IMPORTANT	3	3	4	3	4	3	3	3	6	1		7	7	5	3	5
		Don't know	3	2	2	2	2	3	3	4	2		7	5	2	3	4

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Fieldwork: 2nd - 7th May 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Gen Z men (see separate table)	Millennial Men (28-44)	Gen X Men (45-60)	Boomer Men (61-79)	Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female					ABC1	C2DE
Weighted Sample	4008	722	1030	369	433	233	1407	1431	1940	2068	x	599	480	548	2284	1724
Unweighted Sample	4008	606	1065	381	426	202	1630	1415	1726	2282	x	434	449	673	2440	1568
	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%
Do you think British society overall considers masculinity to be a good thing, a bad thing, or neither?																
A good thing	26	30	28	26	21	27	27	23	24	28		24	17	21	27	25
A bad thing	17	17	15	12	33	11	16	20	22	13		27	26	15	19	15
Neither a good nor a bad thing	41	41	40	45	36	45	42	43	39	42		35	40	49	41	41
Don't know	16	12	17	16	9	17	16	14	15	17		14	17	14	13	19
And do you personally consider masculinity to be a good thing, a bad thing, or neither?																
A good thing	32	36	25	17	53	20	24	37	37	27		42	31	30	32	32
A bad thing	7	5	9	8	3	12	9	4	7	7		8	9	4	8	6
Neither a good nor a bad thing	57	56	61	72	44	66	64	54	52	61		45	56	62	57	56
Don't know	5	3	5	3	1	3	4	4	4	5		6	4	3	4	6
How important, if at all, do you consider it to be for a man to be masculine?																
Very important	13	17	8	6	23	2	8	16	15	11		16	10	13	12	14
Fairly important	37	48	30	31	50	19	32	47	37	37		31	38	46	35	40
TOTAL IMPORTANT	50	65	38	37	73	21	40	63	52	48		47	48	59	47	54
Not very important	33	26	42	40	20	44	40	27	33	33		33	36	31	35	30
Not important at all	12	5	17	19	3	27	15	6	11	12		13	14	7	13	10
TOTAL NOT IMPORTANT	45	31	59	59	23	71	55	33	44	45		46	50	38	48	40
Don't know	5	4	4	5	4	8	5	5	4	6		7	2	3	5	6
How widespread do you think each of the following are in British society?																
Misogyny (hatred of and discrimination against women)																
Very widespread	15	8	19	20	6	39	19	9	9	21		13	7	4	16	14
Fairly widespread	39	37	46	42	34	40	44	35	35	43		33	31	35	40	37
TOTAL WIDESPREAD	54	45	65	62	40	79	63	44	44	64		46	38	39	56	51
Not very widespread	29	38	25	29	44	14	26	37	37	22		32	41	43	30	28
Not widespread at all	6	8	4	3	10	2	4	8	10	3		12	9	10	6	7
TOTAL NOT WIDESPREAD	35	46	29	32	54	16	30	45	47	25		44	50	53	36	35
Don't know	11	9	7	7	7	6	7	11	9	12		10	12	8	8	14

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	Vote in 2024 GE						EU Ref 2016		Gender		Gen Z men (see separate table)	Millennial Men (28-44)	Gen X Men (45-60)	Boomer Men (61-79)	Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female					ABC1	C2DE
Weighted Sample	4008	722	1030	369	433	233	1407	1431	1940	2068	x	599	480	548	2284	1724
Unweighted Sample	4008	606	1065	381	426	202	1630	1415	1726	2282	x	434	449	673	2440	1568
	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%

Misandry (hatred of and discrimination against men)

Very widespread	6	3	4	4	11	5	4	6	7	4		10	9	4	5	6
Fairly widespread	21	20	19	15	30	21	18	23	26	16		29	24	20	21	21
TOTAL WIDESPREAD	27	23	23	19	41	26	22	29	33	20		39	33	24	26	27
Not very widespread	42	47	47	48	39	40	47	41	40	44		35	40	47	44	39
Not widespread at all	18	17	20	23	11	29	22	15	15	21		13	12	17	19	17
TOTAL NOT WIDESPREAD	60	64	67	71	50	69	69	56	55	65		48	52	64	63	56
Don't know	13	13	10	10	9	6	9	14	12	14		12	14	12	10	17

Do you feel like you have or have not ever been personally impacted by misandry (hatred of and discrimination against men)?

[Shown only to men; n=1726]

Yes I do	21	13	19	21	34	21	18	22	21	0		28	22	15	19	24
No I do not	65	78	71	68	52	70	70	66	65	0		59	63	74	68	61
Don't know	13	9	10	11	14	9	11	13	13	0		13	16	11	13	14

Do you feel like you have or have not ever been personally impacted by misogyny (hatred of and discrimination against women)?

[Shown only to women; n=2282]

Yes I do	41	28	51	47	30	64	49	31	0	41		0	0	0	47	33
No I do not	45	60	37	40	58	23	39	57	0	45		0	0	0	41	51
Don't know	14	12	12	13	12	12	12	12	0	14		0	0	0	12	16

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	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female					ABC1	C2DE
Weighted Sample	4008	722	1030	369	433	233	1407	1431	1940	2068	x	599	480	548	2284	1724
Unweighted Sample	4008	606	1065	381	426	202	1630	1415	1726	2282	x	434	449	673	2440	1568
	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%

Which of the following pairs of statements comes closest to your view?

A) The large majority of heterosexual women only want to date the most physically attractive 20% of men

B) The large majority of heterosexual women don't put such strong emphasis on a man's physical attractiveness, and have much broader criteria for who they date

Statement A	16	16	13	10	22	9	11	18	24	9		33	22	14	16	17
Statement B	62	64	68	72	60	74	69	62	49	75		39	48	61	66	57
Neither	7	7	6	7	7	4	7	7	9	6		10	11	5	6	9
Don't know	14	12	12	11	12	13	13	13	18	10		19	19	19	12	16

A) Heterosexual women are biologically hardwired to be attracted to more aggressive, dominant men

B) Different women have different tastes in men

Statement A	4	4	3	3	8	4	4	4	7	2		10	6	4	4	5
Statement B	86	87	90	90	84	89	89	87	79	92		76	81	83	87	84
Neither	4	3	3	3	4	1	3	4	6	2		6	5	4	3	5
Don't know	6	6	3	4	4	6	5	6	8	4		9	7	9	5	7

A) Most heterosexual women only want to date men of high social status

B) Most heterosexual women don't mind if their partner is of high social status or not

Statement A	12	10	11	7	16	6	9	12	18	6		30	18	8	12	12
Statement B	64	68	68	72	61	75	67	65	53	75		41	49	63	66	62
Neither	12	12	9	9	10	7	11	12	13	11		12	15	11	11	13
Don't know	12	9	11	12	12	12	13	11	16	9		17	18	17	12	13

A) The purpose of feminism is to put men down

B) The purpose of feminism is to bring women up to be equal to men

Statement A	10	11	7	4	22	2	6	14	18	3		21	19	13	10	11
Statement B	70	70	80	82	56	86	79	65	58	82		55	54	63	73	67
Neither	13	13	8	11	15	8	10	14	15	10		17	16	15	12	14
Don't know	7	6	5	3	6	4	5	7	8	5		8	11	9	5	9

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	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%
A) It can be a woman's fault if she is sexually assaulted in some circumstances																
B) It is never a woman's fault for being sexually assaulted																
Statement A	11	17	8	7	18	4	8	14	14	8		11	11	15	10	12
Statement B	72	64	82	81	62	82	78	69	65	79		64	67	66	74	69
Neither	11	12	8	8	14	7	10	12	14	8		17	15	13	10	13
Don't know	6	7	3	4	6	6	4	5	7	5		8	6	6	5	7
A) Women should dress in a way their partner finds attractive																
B) Women should dress however they choose, regardless of whether or not their partner finds it attractive																
Statement A	6	8	5	5	6	1	5	6	9	4		8	6	7	6	7
Statement B	81	79	85	88	80	91	85	82	75	87		72	77	79	82	80
Neither	9	10	7	7	12	5	8	9	13	6		16	13	11	9	10
Don't know	3	3	2	1	2	4	2	3	4	2		4	4	3	3	4
A) When on a date, a man should pay for the woman																
B) When on a date, both people should split the costs																
Statement A	19	26	13	13	28	6	14	23	26	13		22	25	32	18	21
Statement B	56	53	63	65	50	59	59	54	46	65		45	43	45	56	55
Neither	19	16	18	16	17	27	20	17	22	16		24	24	18	19	18
Don't know	6	6	6	6	5	8	7	5	7	6		9	8	5	6	6
A) If a man goes on a date with a woman and pays for dinner and drinks, it is fair for him to expect sex																
B) If a man goes on a date with a woman and pays for dinner and drinks, it is NOT fair for him to expect sex																
Statement A	2	1	2	1	3	0	1	2	3	1		4	1	2	2	1
Statement B	88	90	90	94	88	90	91	90	82	93		79	83	90	88	87
Neither	7	7	6	4	7	5	6	7	11	4		13	11	7	7	8
Don't know	3	2	2	1	2	4	2	2	4	2		4	5	2	3	3

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Unweighted Sample	4008	606	1065	381	426	202	1630	1415	1726	2282	x	434	449	673	2440	1568
	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%

A) It is wrong for a WOMAN to have lots of sexual partners

B) It is not wrong for a WOMAN to have lots of sexual partners

Statement A	18	24	14	15	22	9	14	20	19	17		21	14	17	17	19
Statement B	48	39	58	52	38	63	54	43	47	49		47	49	47	51	45
Neither	27	30	23	28	33	22	27	30	27	28		26	29	30	27	28
Don't know	7	6	5	5	7	6	4	8	7	6		6	8	7	5	8

A) It is wrong for a MAN to have had lots of sexual partners

B) It is not wrong for a MAN to have had lots of sexual partners

Statement A	18	24	15	16	20	11	14	20	18	18		19	15	16	17	19
Statement B	45	36	56	49	38	55	51	40	48	43		49	45	47	48	42
Neither	30	33	25	29	34	26	30	33	28	32		26	32	30	30	30
Don't know	7	7	4	6	8	7	6	8	7	7		6	9	7	6	9

Say it is bad for women to have had sex with lots of people, but do not think it is bad for a man to have done

	2	2	1	1	3	0	1	2	4	1		3	2	3	2	2
--	---	---	---	---	---	---	---	---	---	---	--	---	---	---	---	---

When it comes to men and women, which, if either, do you think has/had things better in British society...

At the present time

Men	37	28	48	41	21	64	45	28	26	47		27	24	23	41	32
Women	15	17	12	9	31	5	12	19	25	7		28	26	22	15	16
Both equally	36	47	32	37	40	18	33	43	39	34		35	40	47	34	39
Don't know	11	9	9	13	8	13	11	10	10	12		11	10	9	10	13

25 years ago

Men	80	81	86	86	73	89	85	79	76	83		73	72	81	83	75
Women	3	2	3	3	4	0	2	3	3	2		5	3	2	2	3
Both equally	9	11	6	5	17	2	7	12	12	7		12	16	11	8	11
Don't know	9	6	5	7	6	8	7	6	9	8		10	9	6	7	11

YouGov Survey Results

Sample Size: 4008 adults in GB
Fieldwork: 2nd - 7th May 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Gen Z men (see separate table)	Millennial Men (28-44)	Gen X Men (45-60)	Boomer Men (61-79)	Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female					ABC1	C2DE
Weighted Sample	4008	722	1030	369	433	233	1407	1431	1940	2068	x	599	480	548	2284	1724
Unweighted Sample	4008	606	1065	381	426	202	1630	1415	1726	2282	x	434	449	673	2440	1568
	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%

Do you personally have a positive or negative view of the following groups?

Men

Very positive	12	15	12	8	11	9	11	11	13	12		17	10	10	13	11
Fairly positive	37	45	37	42	39	29	40	41	35	40		31	32	39	39	35
TOTAL POSITIVE	49	60	49	50	50	38	51	52	48	52		48	42	49	52	46
Neither positive nor negative	38	34	36	37	41	39	36	39	41	34		39	46	45	36	40
Fairly negative	10	5	12	10	8	16	10	7	9	11		10	10	5	10	10
Very negative	1	0	1	1	0	5	1	0	1	1		1	1	0	1	1
TOTAL NEGATIVE	11	5	13	11	8	21	11	7	10	12		11	11	5	11	11
Don't know	2	1	2	2	1	1	2	1	2	2		3	2	1	1	3

Women

Very positive	23	22	27	23	19	28	26	19	23	24		26	22	21	25	21
Fairly positive	41	47	42	43	39	37	42	42	38	43		33	35	41	44	37
TOTAL POSITIVE	64	69	69	66	58	65	68	61	61	67		59	57	62	69	58
Neither positive nor negative	31	27	27	30	35	32	28	33	33	28		34	36	35	28	35
Fairly negative	3	3	2	2	5	1	2	3	3	2		4	4	2	2	3
Very negative	0	1	0	0	1	0	0	1	1	0		1	0	1	0	1
TOTAL NEGATIVE	3	4	2	2	6	1	2	4	4	2		5	4	3	2	4
Don't know	2	1	2	2	1	1	2	1	2	2		3	2	1	1	3

More positive view of men than women	4	5	3	5	6	1	3	5	5	4		4	5	4	3	6
More positive view of women than men	27	21	34	31	21	39	31	22	26	28		23	28	27	28	26
Gave the same answer for both genders	66	73	61	62	72	59	64	71	67	66		70	65	68	67	65
Answered 'Don't know' to one or both questions	2	1	2	2	1	1	2	2	2	2		3	2	1	1	3
Has a negative view of women but a positive or neutral view of men	2	1	1	2	5	0	1	3	2	2		2	2	1	1	3

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Fieldwork: 2nd - 7th May 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Gen Z men (see separate table)	Millennial Men (28-44)	Gen X Men (45-60)	Boomer Men (61-79)	Social Grade		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male					Female	ABC1	C2DE
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Unweighted Sample		4008	606	1065	381	426	202	1630	1415	1726	2282	x	434	449	673	2440	1568
		%	%	%	%	%	%	%	%	%	%		%	%	%	%	%
Young men																	
	Very positive	8	7	8	5	5	7	7	5	8	7		12	3	4	8	7
	Fairly positive	28	31	32	34	26	21	31	29	24	32		22	22	26	31	25
	TOTAL POSITIVE	36	38	40	39	31	28	38	34	32	39		34	25	30	39	32
	Neither positive nor negative	39	37	36	39	43	43	40	40	42	37		39	48	43	38	42
	Fairly negative	19	21	18	17	22	22	17	20	20	18		21	19	22	19	18
	Very negative	3	2	3	3	2	4	3	3	3	3		4	5	3	3	4
	TOTAL NEGATIVE	22	23	21	20	24	26	20	23	23	21		25	24	25	22	22
	Don't know	3	2	2	3	2	3	2	2	2	3		3	3	1	2	4
Young women																	
	Very positive	14	11	17	14	9	18	15	10	14	15		18	11	10	15	14
	Fairly positive	35	37	40	41	29	38	38	33	32	38		29	28	36	39	30
	TOTAL POSITIVE	49	48	57	55	38	56	53	43	46	53		47	39	46	54	44
	Neither positive nor negative	36	34	33	33	41	37	36	38	39	33		38	45	39	34	38
	Fairly negative	10	14	7	7	18	4	7	14	10	10		9	12	11	10	11
	Very negative	2	2	1	2	2	1	1	3	2	1		3	2	2	1	2
	TOTAL NEGATIVE	12	16	8	9	20	5	8	17	12	11		12	14	13	11	13
	Don't know	3	2	2	3	2	2	2	2	2	3		3	2	2	2	4
Do you think that the gains that women have made in society in recent decades have been good, bad or neutral for men?																	
	Has been good for men	27	25	34	34	16	41	37	21	29	26		28	28	31	30	23
	Has been bad for men	16	16	12	12	29	9	13	20	19	13		23	20	15	15	16
	Has been neutral for men	40	45	42	39	40	37	38	42	38	42		33	38	41	42	39
	Don't know	17	14	12	14	15	13	12	17	14	19		16	14	13	13	22

YouGov Survey Results

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	Vote in 2024 GE						EU Ref 2016		Gender		Gen Z men (see separate table)	Millennial Men (28-44)	Gen X Men (45-60)	Boomer Men (61-79)	Social Grade	
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	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%

Calculation for the total number of 12 potentially misogyny markers respondents hold*

0 out of 12	55	48	65	67	39	77	65	48	43	67	39	45	48	58	52
1	20	22	18	19	18	14	17	22	20	19	17	21	24	18	22
2	11	16	6	8	19	3	8	14	14	8	16	13	13	10	12
3	5	7	4	2	7	3	3	7	7	3	8	7	6	5	6
4	4	4	3	1	6	3	2	4	6	2	8	6	4	3	4
5	3	2	3	1	3	0	2	2	5	1	5	3	2	3	2
6	1	0	1	1	3	0	1	1	2	0	3	2	1	1	1
7	1	0	0	0	4	0	1	1	2	0	3	1	0	1	1
8	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
10	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

*Potential misogyny markers are...

- Believe women's gains over last 25 years have been bad for men
- Believe women currently have things better than men in British society
- Believe the purpose of feminism is to put men down
- Believe the large majority of heterosexual women only want to date the most physically attractive 20% of men
- Believe most heterosexual women only want to date men of high social status
- Believe heterosexual women are biologically hardwired to be attracted to more aggressive, dominant men
- Believe women should dress in a way their partner finds attractive
- Believe if a man goes on a date with a woman and pays for dinner and drinks, it is fair for him to expect sex
- Believe it is wrong for a woman to have lots of sexual partners, but it is not wrong for men to do so
- Believe it can be a woman's fault if she is sexually assaulted in some circumstances
- Have a favourable view of Andrew Tate
- Have a negative opinion of women

YouGov Survey Results

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	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4008	3467	192	349	950	657	485	1375
Unweighted Sample	4008	3410	212	386	972	635	405	1398
	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of each of the following people? If you have not heard of this person, please choose the N/A option

Andrew Tate

Very favourable	1	1	1	2	1	1	1	1
Somewhat favourable	3	3	3	1	2	2	6	2
TOTAL FAVOURABLE	4	4	4	3	3	3	7	3
Neither favourable nor unfavourable	7	7	8	6	6	7	12	5
Somewhat unfavourable	6	6	4	6	7	5	8	5
Very unfavourable	60	60	57	62	56	57	59	63
TOTAL UNFAVOURABLE	66	66	61	68	63	62	67	68
Don't know	8	8	7	7	8	10	8	6
N/A - I have never heard of this person	16	16	20	15	20	17	6	17

Jordan Peterson

Very favourable	3	3	4	6	3	3	3	2
Somewhat favourable	5	5	4	7	4	4	9	4
TOTAL FAVOURABLE	8	8	8	13	7	7	12	6
Neither favourable nor unfavourable	6	6	5	8	7	5	10	6
Somewhat unfavourable	4	4	3	6	3	4	5	4
Very unfavourable	11	10	10	16	10	10	18	8
TOTAL UNFAVOURABLE	15	14	13	22	13	14	23	12
Don't know	11	11	10	8	10	12	11	11
N/A - I have never heard of this person	60	61	63	50	62	62	45	66

Donald Trump

Very favourable	4	4	5	3	4	4	3	3
Somewhat favourable	8	8	7	9	9	10	10	7
TOTAL FAVOURABLE	12	12	12	12	13	14	13	10
Neither favourable nor unfavourable	10	10	12	8	10	11	12	9
Somewhat unfavourable	12	13	9	11	12	12	13	13
Very unfavourable	64	63	66	69	63	61	62	66
TOTAL UNFAVOURABLE	76	76	75	80	75	73	75	79
Don't know	1	2	1	0	2	2	1	2
N/A - I have never heard of this person	0	0	0	0	0	0	0	0

Gareth Southgate

Very favourable	13	14	7	5	13	15	14	15
Somewhat favourable	30	31	22	19	31	31	32	32
TOTAL FAVOURABLE	43	45	29	24	44	46	46	47
Neither favourable nor unfavourable	31	30	34	37	32	30	26	31
Somewhat unfavourable	5	5	8	9	5	5	5	4
Very unfavourable	3	3	4	5	3	4	2	2
TOTAL UNFAVOURABLE	8	8	12	14	8	9	7	6
Don't know	8	7	10	12	8	6	10	7
N/A - I have never heard of this person	10	9	16	14	8	9	11	9

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Unweighted Sample	4008	3410	212	386	972	635	405	1398
	%	%	%	%	%	%	%	%

Lewis Hamilton

Very favourable	10	10	9	3	8	10	12	11
Somewhat favourable	25	25	27	21	22	26	27	27
TOTAL FAVOURABLE	35	35	36	24	30	36	39	38
Neither favourable nor unfavourable	37	37	36	40	40	36	35	36
Somewhat unfavourable	12	12	12	15	13	12	9	12
Very unfavourable	8	7	7	11	8	8	7	7
TOTAL UNFAVOURABLE	20	19	19	26	21	20	16	19
Don't know	6	6	4	9	7	6	7	6
N/A - I have never heard of this person	3	3	4	1	2	3	3	3

Prince William

Very favourable	28	29	30	18	28	30	19	34
Somewhat favourable	33	33	33	29	34	34	30	33
TOTAL FAVOURABLE	61	62	63	47	62	64	49	67
Neither favourable nor unfavourable	22	22	20	27	22	19	27	21
Somewhat unfavourable	8	8	8	11	8	7	13	6
Very unfavourable	6	5	8	11	5	6	7	5
TOTAL UNFAVOURABLE	14	13	16	22	13	13	20	11
Don't know	2	2	1	3	2	4	3	2
N/A - I have never heard of this person	0	0	0	1	1	0	0	0

KSI

Very favourable	2	2	1	1	2	1	4	2
Somewhat favourable	9	9	11	6	7	10	14	9
TOTAL FAVOURABLE	11	11	12	7	9	11	18	11
Neither favourable nor unfavourable	18	18	12	20	17	18	20	17
Somewhat unfavourable	9	9	6	10	9	11	11	7
Very unfavourable	7	7	7	9	7	8	8	5
TOTAL UNFAVOURABLE	16	16	13	19	16	19	19	12
Don't know	11	11	12	12	12	8	12	11
N/A - I have never heard of this person	44	44	50	42	46	43	31	48

Joe Wicks

Very favourable	7	8	7	5	6	6	9	9
Somewhat favourable	26	25	34	26	24	25	21	27
TOTAL FAVOURABLE	33	33	41	31	30	31	30	36
Neither favourable nor unfavourable	32	33	25	33	34	35	29	32
Somewhat unfavourable	6	6	7	7	7	8	7	4
Very unfavourable	3	3	3	6	3	3	5	3
TOTAL UNFAVOURABLE	9	9	10	13	10	11	12	7
Don't know	9	8	9	11	10	8	11	7
N/A - I have never heard of this person	16	17	14	12	17	15	19	17

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Unweighted Sample	4008	3410	212	386	972	635	405	1398
	%	%	%	%	%	%	%	%

Do you see each of the following as positive or negative traits?

Intelligent

Positive trait	91	91	91	93	89	90	93	92
Negative trait	1	1	1	1	1	1	1	0
Neither a positive nor negative trait	7	7	6	6	8	8	4	6
Don't know	1	2	2	0	2	1	2	1

Physically strong

Positive trait	59	59	66	59	58	58	66	57
Negative trait	1	1	2	2	1	2	1	1
Neither a positive nor negative trait	38	39	31	38	40	39	31	41
Don't know	1	2	1	1	2	1	2	1

Dominant

Positive trait	10	11	10	7	11	11	19	8
Negative trait	44	44	41	47	46	44	35	47
Neither a positive nor negative trait	42	42	44	43	41	44	41	42
Don't know	3	3	5	4	3	2	4	3

Assertive

Positive trait	45	45	47	46	44	45	51	44
Negative trait	12	12	12	14	12	13	11	12
Neither a positive nor negative trait	39	39	35	36	40	39	33	41
Don't know	4	3	5	4	4	3	4	3

Kind

Positive trait	97	97	97	95	97	96	97	97
Negative trait	0	0	0	0	0	0	1	0
Neither a positive nor negative trait	2	2	2	4	2	3	1	1
Don't know	1	1	1	0	1	1	2	1

Honest

Positive trait	96	96	96	94	97	96	95	97
Negative trait	0	0	0	1	0	0	1	0
Neither a positive nor negative trait	2	2	3	4	2	3	3	2
Don't know	1	1	1	0	1	1	2	1

Reliable

Positive trait	97	97	97	97	98	98	95	97
Negative trait	0	0	0	0	0	0	1	1
Neither a positive nor negative trait	1	1	3	3	1	1	2	1
Don't know	1	1	1	0	1	1	2	1

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	%	%	%	%	%	%	%	%

Emotionally reserved

Positive trait	14	13	13	15	13	13	22	11
Negative trait	22	23	21	19	24	22	20	23
Neither a positive nor negative trait	58	58	58	62	56	58	52	62
Don't know	6	6	8	4	7	6	6	5

Aggressive

Positive trait	2	2	1	2	2	3	5	1
Negative trait	89	89	90	88	89	90	82	91
Neither a positive nor negative trait	8	7	7	10	8	6	11	7
Don't know	2	2	2	0	1	2	2	2

Competitive

Positive trait	28	28	33	30	28	27	32	28
Negative trait	18	19	16	16	19	18	19	18
Neither a positive nor negative trait	51	51	48	52	51	52	47	52
Don't know	2	2	3	2	2	3	3	2

Hard working

Positive trait	91	91	89	91	92	90	89	91
Negative trait	1	0	1	1	0	0	2	0
Neither a positive nor negative trait	8	7	8	8	6	9	7	8
Don't know	1	1	2	1	1	1	2	1

Caring

Positive trait	96	96	96	95	97	96	95	97
Negative trait	1	1	0	1	1	0	1	0
Neither a positive nor negative trait	2	2	2	4	2	3	2	2
Don't know	1	1	2	1	1	1	2	1

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	%	%	%	%	%	%	%	%

And do you see each of the following as a
masculine trait, a feminine trait, or neither?

Intelligent

Masculine trait	3	3	2	3	2	3	7	3
Feminine trait	4	4	4	3	4	4	8	3
Neither a masculine nor feminine trait	90	90	92	93	91	91	83	92
Don't know	2	2	1	2	2	2	2	2

Physically strong

Masculine trait	54	54	44	53	51	57	54	55
Feminine trait	1	1	0	0	1	1	2	0
Neither a masculine nor feminine trait	44	43	55	45	46	41	42	43
Don't know	2	2	1	2	2	1	2	2

Dominant

Masculine trait	39	39	39	39	37	42	42	39
Feminine trait	2	2	3	2	2	3	3	2
Neither a masculine nor feminine trait	56	56	57	57	59	53	52	57
Don't know	2	2	2	2	3	2	3	2

Assertive

Masculine trait	21	21	19	23	20	23	19	21
Feminine trait	6	6	6	4	5	7	10	6
Neither a masculine nor feminine trait	70	70	74	69	73	68	67	71
Don't know	3	3	2	4	3	2	4	3

Kind

Masculine trait	1	1	3	1	1	1	4	1
Feminine trait	29	29	22	32	28	30	28	30
Neither a masculine nor feminine trait	68	68	74	66	68	68	65	68
Don't know	2	2	1	1	2	1	2	2

Honest

Masculine trait	3	3	1	4	3	3	7	3
Feminine trait	12	13	14	9	13	13	14	12
Neither a masculine nor feminine trait	82	82	83	85	82	83	77	83
Don't know	2	2	2	2	2	1	3	2

Reliable

Masculine trait	4	5	3	4	4	4	7	4
Feminine trait	12	12	12	12	13	13	11	11
Neither a masculine nor feminine trait	81	81	83	80	81	82	78	83
Don't know	2	2	2	4	2	1	3	2

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		%	%	%	%	%	%	%	%
	Masculine trait	33	33	27	30	33	36	35	31
	Feminine trait	8	8	5	6	7	8	11	8
	Neither masculine nor feminine trait	56	55	64	60	57	54	51	57
	Don't know	3	3	4	5	3	3	4	4
	Masculine trait	48	49	44	44	47	50	48	50
	Feminine trait	1	1	2	1	1	2	2	1
	Neither masculine nor feminine trait	48	48	52	54	49	46	47	47
	Don't know	2	2	2	1	3	2	4	2
	Masculine trait	25	25	22	24	23	26	28	26
	Feminine trait	2	2	2	1	2	3	3	2
	Neither masculine nor feminine trait	71	70	73	73	72	70	66	70
	Don't know	2	2	2	1	3	1	3	2
	Masculine trait	7	8	7	6	7	8	10	7
	Feminine trait	5	5	5	5	5	6	5	5
	Neither masculine nor feminine trait	85	85	86	87	85	85	82	86
	Don't know	2	2	2	2	2	2	2	2
	Masculine trait	1	1	2	1	1	1	3	1
	Feminine trait	33	33	25	35	32	35	34	32
	Neither masculine nor feminine trait	64	64	72	63	65	63	60	65
	Don't know	2	2	2	2	2	1	2	2

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	%	%	%	%	%	%	%	%

How important, if at all, do you think it is for a

MAN to be...

Intelligent

Very important	26	26	20	23	25	25	38	23
Fairly important	56	55	61	58	56	56	46	58
TOTAL IMPORTANT	82	81	81	81	81	81	84	81
Not very important	11	11	9	11	11	10	9	11
Not important at all	3	3	4	3	3	5	3	3
TOTAL NOT IMPORTANT	14	14	13	14	14	15	12	14
Don't know	5	5	5	5	5	4	4	5

Physically strong

Very important	11	11	13	9	9	11	24	8
Fairly important	41	41	42	37	44	42	36	41
TOTAL IMPORTANT	52	52	55	46	53	53	60	49
Not very important	37	37	33	41	37	36	27	41
Not important at all	7	7	7	7	6	9	9	6
TOTAL NOT IMPORTANT	44	44	40	48	43	45	36	47
Don't know	4	4	5	7	4	2	4	4

Dominant

Very important	4	4	4	2	3	4	11	2
Fairly important	10	10	12	14	11	10	14	8
TOTAL IMPORTANT	14	14	16	16	14	14	25	10
Not very important	41	42	32	36	42	43	34	46
Not important at all	40	39	45	43	39	39	36	39
TOTAL NOT IMPORTANT	81	81	77	79	81	82	70	85
Don't know	5	5	7	5	5	4	5	5

Assertive

Very important	6	6	6	6	5	6	15	3
Fairly important	34	33	38	35	32	34	34	33
TOTAL IMPORTANT	40	39	44	41	37	40	49	36
Not very important	38	39	28	35	40	40	33	41
Not important at all	16	16	23	17	16	17	11	17
TOTAL NOT IMPORTANT	54	55	51	52	56	57	44	58
Don't know	6	6	6	7	7	4	8	6

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	%	%	%	%	%	%	%	%

Kind	Very important	70	70	72	67	68	70	69	71
	Fairly important	24	24	20	25	26	26	22	22
	TOTAL IMPORTANT	94	94	92	92	94	96	91	93
	Not very important	2	2	1	3	2	1	2	2
	Not important at all	2	1	3	2	1	1	2	1
	TOTAL NOT IMPORTANT	4	3	4	5	3	2	4	3
	Don't know	3	3	4	3	3	1	4	3
Honest	Very important	80	81	84	75	81	82	76	81
	Fairly important	15	14	9	20	13	15	18	13
	TOTAL IMPORTANT	95	95	93	95	94	97	94	94
	Not very important	1	1	1	1	1	1	1	1
	Not important at all	1	1	2	2	2	1	1	1
	TOTAL NOT IMPORTANT	2	2	3	3	3	2	2	2
	Don't know	3	3	4	3	3	1	3	3
Reliable	Very important	79	79	82	75	77	81	77	79
	Fairly important	16	16	10	18	18	16	18	14
	TOTAL IMPORTANT	95	95	92	93	95	97	95	93
	Not very important	1	1	2	2	1	1	0	1
	Not important at all	1	1	3	1	1	1	1	1
	TOTAL NOT IMPORTANT	2	2	5	3	2	2	1	2
	Don't know	3	3	4	5	3	1	3	3
Emotionally reserved	Very important	5	5	5	3	4	7	8	4
	Fairly important	10	10	13	13	10	10	13	9
	TOTAL IMPORTANT	15	15	18	16	14	17	21	13
	Not very important	35	36	34	33	34	38	33	37
	Not important at all	36	36	35	40	37	33	34	38
	TOTAL NOT IMPORTANT	71	72	69	73	71	71	67	75
	Don't know	13	13	14	12	15	12	11	12

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	%	%	%	%	%	%	%	%

Aggressive

Very important	2	2	2	1	1	3	6	1
Fairly important	3	3	4	5	3	4	4	3
TOTAL IMPORTANT	5	5	6	6	4	7	10	4
Not very important	16	16	17	17	17	17	16	16
Not important at all	74	74	72	72	75	73	69	76
TOTAL NOT IMPORTANT	90	90	89	89	92	90	85	92
Don't know	4	4	5	5	4	3	6	4

Competitive

Very important	5	6	7	3	4	6	11	5
Fairly important	24	24	21	29	23	23	26	23
TOTAL IMPORTANT	29	30	28	32	27	29	37	28
Not very important	41	42	38	36	42	43	38	43
Not important at all	24	24	28	26	26	25	19	24
TOTAL NOT IMPORTANT	65	66	66	62	68	68	57	67
Don't know	5	5	6	6	5	3	6	5

Hard working

Very important	54	55	58	50	55	55	59	53
Fairly important	36	36	32	38	36	36	30	38
TOTAL IMPORTANT	90	91	90	88	91	91	89	91
Not very important	4	4	4	5	4	4	6	4
Not important at all	2	2	2	1	2	3	1	1
TOTAL NOT IMPORTANT	6	6	6	6	6	7	7	5
Don't know	3	3	3	6	3	2	4	3

Caring

Very important	72	72	78	67	72	74	72	72
Fairly important	21	21	13	24	22	21	20	21
TOTAL IMPORTANT	93	93	91	91	94	95	92	93
Not very important	2	2	3	3	2	3	3	3
Not important at all	1	1	2	1	1	1	2	1
TOTAL NOT IMPORTANT	3	3	5	4	3	4	5	4
Don't know	3	3	4	5	3	1	4	3

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	%	%	%	%	%	%	%	%

Do you think British society overall considers masculinity to be a good thing, a bad thing, or neither?

A good thing	26	26	31	29	25	26	28	25
A bad thing	17	17	10	20	17	20	17	16
Neither a good nor a bad thing	41	41	44	34	41	39	39	44
Don't know	16	16	16	17	17	15	16	15

And do you personally consider masculinity to be a good thing, a bad thing, or neither?

A good thing	32	31	38	31	31	30	37	31
A bad thing	7	7	4	10	6	10	6	6
Neither a good nor a bad thing	57	57	51	53	57	57	52	59
Don't know	5	4	6	6	5	3	5	4

How important, if at all, do you consider it to be for a man to be masculine?

Very important	13	13	12	13	12	12	21	12
Fairly important	37	37	39	36	38	42	30	36
TOTAL IMPORTANT	50	50	51	49	50	54	51	48
Not very important	33	33	31	34	33	29	30	36
Not important at all	12	12	10	12	12	13	13	10
TOTAL NOT IMPORTANT	45	45	41	46	45	42	43	46
Don't know	5	5	8	5	5	4	6	6

How widespread do you think each of the following are in British society?

Misogyny (hatred of and discrimination against women)

Very widespread	15	15	17	15	14	16	18	14
Fairly widespread	39	39	38	44	37	37	40	39
TOTAL WIDESPREAD	54	54	55	59	51	53	58	53
Not very widespread	29	29	28	28	30	29	24	30
Not widespread at all	6	6	6	6	7	6	6	6
TOTAL NOT WIDESPREAD	35	35	34	34	37	35	30	36
Don't know	11	11	11	7	12	12	11	10

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	%	%	%	%	%	%	%	%

Misandry (hatred of and discrimination against men)

Very widespread	6	6	5	8	6	4	7	6
Fairly widespread	21	20	30	23	19	24	22	19
TOTAL WIDESPREAD	27	26	35	31	25	28	29	25
Not very widespread	42	42	34	42	43	41	35	45
Not widespread at all	18	18	18	17	17	17	22	18
TOTAL NOT WIDESPREAD	60	60	52	59	60	58	57	63
Don't know	13	14	14	10	15	14	14	12

Do you feel like you have or have not ever been personally impacted by misandry (hatred of and discrimination against men)?

[Shown only to men; n=1726]

Yes I do	21	21	14	24	23	18	20	22
No I do not	65	65	71	65	62	65	66	67
Don't know	13	14	14	12	15	17	13	11

Do you feel like you have or have not ever been personally impacted by misogyny (hatred of and discrimination against women)?

[Shown only to women; n=2282]

Yes I do	41	40	40	46	40	38	43	42
No I do not	45	46	49	37	47	45	42	47
Don't know	14	14	12	17	13	17	16	12

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	%	%	%	%	%	%	%	%

Which of the following pairs of statements comes closest to your view?

A) The large majority of heterosexual women only want to date the most physically attractive 20% of men

B) The large majority of heterosexual women don't put such strong emphasis on a man's physical attractiveness, and have much broader criteria for who they date

Statement A	16	16	16	18	15	19	25	13
Statement B	62	63	59	57	65	60	53	66
Neither	7	7	8	10	6	8	6	8
Don't know	14	14	17	14	14	13	16	13

A) Heterosexual women are biologically hardwired to be attracted to more aggressive, dominant men

B) Different women have different tastes in men

Statement A	4	4	3	4	4	6	8	3
Statement B	86	86	84	85	85	87	82	88
Neither	4	4	7	6	4	3	4	4
Don't know	6	6	7	5	7	5	7	5

A) Most heterosexual women only want to date men of high social status

B) Most heterosexual women don't mind if their partner is of high social status or not

Statement A	12	12	10	13	12	12	22	9
Statement B	64	65	66	57	66	62	57	68
Neither	12	11	11	16	11	13	10	10
Don't know	12	12	14	14	12	14	11	12

A) The purpose of feminism is to put men down

B) The purpose of feminism is to bring women up to be equal to men

Statement A	10	10	9	10	9	12	12	10
Statement B	70	71	65	66	72	69	69	72
Neither	13	12	19	15	11	13	13	12
Don't know	7	7	6	8	7	6	6	7

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	%	%	%	%	%	%	%	%

A) It can be a woman's fault if she is sexually assaulted in some circumstances

B) It is never a woman's fault for being sexually assaulted

Statement A	11	12	13	6	10	11	12	13
Statement B	72	72	73	72	74	71	67	72
Neither	11	11	10	16	10	12	12	10
Don't know	6	6	5	6	6	6	8	5

A) Women should dress in a way their partner finds attractive

B) Women should dress however they choose, regardless of whether or not their partner finds it attractive

Statement A	6	7	5	4	6	5	15	5
Statement B	81	81	83	83	81	83	70	83
Neither	9	9	10	10	9	10	10	9
Don't know	3	3	2	3	3	2	5	3

A) When on a date, a man should pay for the woman

B) When on a date, both people should split the costs

Statement A	19	19	21	18	18	20	23	18
Statement B	56	56	57	52	55	58	48	59
Neither	19	18	17	22	20	17	20	18
Don't know	6	6	5	7	7	5	10	6

A) If a man goes on a date with a woman and pays for dinner and drinks, it is fair for him to expect sex

B) If a man goes on a date with a woman and pays for dinner and drinks, it is NOT fair for him to expect sex

Statement A	2	2	0	1	2	3	5	1
Statement B	88	88	88	90	89	90	80	88
Neither	7	7	10	7	7	5	10	8
Don't know	3	3	2	2	3	2	5	3

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	%	%	%	%	%	%	%	%

A) It is wrong for a WOMAN to have lots of sexual partners

B) It is not wrong for a WOMAN to have lots of sexual partners

Statement A	18	18	15	15	17	18	24	17
Statement B	48	47	53	55	46	45	45	50
Neither	27	27	27	25	30	30	21	26
Don't know	7	7	6	4	7	7	9	6

A) It is wrong for a MAN to have had lots of sexual partners

B) It is not wrong for a MAN to have had lots of sexual partners

Statement A	18	18	14	16	18	18	21	18
Statement B	45	45	51	50	44	43	43	47
Neither	30	30	30	26	32	33	26	29
Don't know	7	7	5	8	7	6	10	7

Say it is bad for women to have had sex with lots of people, but do not think it is bad for a man to have done

2	2	1	1	2	3	4	2
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When it comes to men and women, which, if either, do you think has/had things better in British society...

At the present time

Men	37	37	37	40	37	36	39	36
Women	15	15	13	17	15	15	18	15
Both equally	36	37	38	32	36	38	31	38
Don't know	11	11	12	10	12	11	11	10

25 years ago

Men	80	80	75	82	80	80	76	81
Women	3	3	2	2	1	2	5	3
Both equally	9	9	13	10	10	10	7	9
Don't know	9	9	10	7	8	9	12	8

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	%	%	%	%	%	%	%	%

Do you personally have a positive or negative view of the following groups?

Men

Very positive	12	12	14	12	11	13	14	13
Fairly positive	37	37	42	37	38	37	32	38
TOTAL POSITIVE	49	49	56	49	49	50	46	51
Neither positive nor negative	38	38	30	34	39	38	39	38
Fairly negative	10	9	9	14	9	10	12	9
Very negative	1	1	2	2	1	0	1	1
TOTAL NEGATIVE	11	10	11	16	10	10	13	10
Don't know	2	2	3	2	2	1	2	2

Women

Very positive	23	24	27	20	24	24	25	22
Fairly positive	41	40	44	45	39	40	40	40
TOTAL POSITIVE	64	64	71	65	63	64	65	62
Neither positive nor negative	31	32	23	29	31	32	29	33
Fairly negative	3	2	2	4	3	2	3	2
Very negative	0	1	0	0	0	1	1	1
TOTAL NEGATIVE	3	3	2	4	3	3	4	3
Don't know	2	2	4	2	2	1	3	2

More positive view of men than women	4	4	5	4	4	4	5	4
More positive view of women than men	27	27	31	30	28	25	31	25
Gave the same answer for both genders	66	67	60	64	66	70	61	69
Answered 'Don't know' to one or both questions	2	2	4	2	3	1	3	2

Has a negative view of women but a positive or neutral view of men	2	2	0	2	2	2	2	2
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	%	%	%	%	%	%	%	%

Young men

Very positive	8	7	11	9	7	7	9	7
Fairly positive	28	28	30	30	27	26	31	28
TOTAL POSITIVE	36	35	41	39	34	33	40	35
Neither positive nor negative	39	40	36	38	42	40	35	40
Fairly negative	19	19	14	15	18	21	19	20
Very negative	3	3	5	5	4	3	4	2
TOTAL NEGATIVE	22	22	19	20	22	24	23	22
Don't know	3	3	5	2	3	3	3	2

Young women

Very positive	14	14	14	15	14	13	17	14
Fairly positive	35	35	38	37	34	36	36	35
TOTAL POSITIVE	49	49	52	52	48	49	53	49
Neither positive nor negative	36	36	32	35	37	33	33	37
Fairly negative	10	11	8	8	11	13	8	10
Very negative	2	2	2	3	1	2	2	1
TOTAL NEGATIVE	12	13	10	11	12	15	10	11
Don't know	3	3	5	2	2	3	4	2

Do you think that the gains that women have made in society in recent decades have been good, bad or neutral for men?

Has been good for men	27	27	32	29	24	25	31	28
Has been bad for men	16	15	19	18	14	18	14	15
Has been neutral for men	40	41	31	38	42	42	36	42
Don't know	17	17	18	16	20	14	19	15

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	%	%	%	%	%	%	%	%

Calculation for the total number of 12 potentially
misogyny markers respondents hold*

0 out of 12	55	55	60	56	56	53	49	57
1	20	20	16	18	21	20	16	21
2	11	10	11	15	11	12	13	9
3	5	5	5	3	4	5	7	6
4	4	4	4	3	3	4	6	3
5	3	3	3	2	2	2	6	2
6	1	1	1	2	1	0	2	1
7	1	1	0	1	1	1	1	1
8	0	0	0	0	0	1	0	0
9	0	0	1	0	0	0	0	0
10	0	0	0	0	0	0	1	0
11	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0

*Potential misogyny markers are...

- Believe women's gains over last 25 years have been bad for men
- Believe women currently have things better than men in British society
- Believe the purpose of feminism is to put men down
- Believe the large majority of heterosexual women only want to date the most physically attractive 20% of men
- Believe most heterosexual women only want to date men of high social status
- Believe heterosexual women are biologically hardwired to be attracted to more aggressive, dominant men
- Believe women should dress in a way their partner finds attractive
- Believe if a man goes on a date with a woman and pays for dinner and drinks, it is fair for him to expect sex
- Believe it is wrong for a woman to have lots of sexual partners, but it is not wrong for men to do so
- Believe it can be a woman's fault if she is sexually assaulted in some circumstances
- Have a favourable view of Andrew Tate
- Have a negative opinion of women